

**N. J. Chain Accounts
Memo**

October 27, 1994

To: F. E. Cook
G. M. Mitchell
F. J. DeJong

From: G. N. Kuruc, Jr.

RE:: Quick Chek Food Stores (0919-00-00)

Below is a timetable for the implementation of the Quick Chek *COURIER* Private Label Program:

- ☛ w/o October 31 Forsyth Wood Displays to arrive in stores. Pack displays to arrive in Edison Warehouse (for Div. 1230), Division 1226 Warehouse, and Division 1334 Southern Warehouse.

Sales Representatives to contact stores for the purpose of

- > Uncrating pre-assembled displays.
- > Placing pack and carton labels according to attached planogram.

Quick Chek is manufacturing its own POS. POS will be shipped to stores this week.

Special Note Sales Representatives should ensure that if POS has arrived at store that it is properly placed on the wood fixture.

- ☛ w/o November 7 First shipment of *COURIER* to stores. Each store will be receiving 75 cartons (assorted). Stores will load displays according to tagged space.

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At a meeting held on Wednesday, October 26, *COURIER* was introduced to all Store Managers. The new brand's promotion and profitability were properly positioned with all in attendance. Quick Chek's corporate for the first quarter is a 10% market share. This can be easily attained with the introductory price structure of \$ 1.29 per pack, 4 packs for \$ 5.00, and a carton price of \$ 11.99.

During the coming months I will continue to keep field sales updated on business building programs for the new brand.

If you have any questions, please call me.

Nick

cc: M. A. Young
J. M. Piscitelli
C. A. DiBenedetto

<i>Courier</i> Brand Style	McLane Order #
Full Flavor 85's	543868
Full Flavor 100's	543892
Light 85's	543900
Light 100's	543918
Ultra 85's	543926
Ultra 100's	543934
Menthol 85's	543942
Menthol 100's	544015
Full Flavor Box 83's	549808
Light Box 83's	549816

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QUICK CHEK COURIER FLOOR DISPLAYPACKS

KING	KING BOX	100	LT KING	LT BOX	LT 100	MEN KING	MEN 100	ULT KING
								ULT 100

CARTONS

FULL FLAVOR KING	FULL FLAVOR KING	FULL FLAVOR BOX	FULL FLAVOR 100	FULL FLAVOR 100
LIGHT KING	LIGHT KING	LIGHT BOX	LIGHT 100	LIGHT 100
LT MENTHOL KING	LT MENTHOL KING	LT MENTHOL 100	LT MENTHOL 100	LT MENTHOL 100
ULTRA KING	ULTRA KING	ULTRA 100	ULTRA 100	ULTRA 100

EACH ROW IS 5 CARTONS HIGH

QUICK CHEK COURIER FLOOR DISPLAYPACKS

KING	KING BOX	100	LT KING	LT BOX	LT 100	MEN KING	MEN 100	ULT KING
								ULT 100

CARTONS

FULL FLAVOR KING	FULL FLAVOR KING	FULL FLAVOR BOX	FULL FLAVOR 100	FULL FLAVOR 100
LIGHT KING	LIGHT KING	LIGHT BOX	LIGHT 100	LIGHT 100
LT MENTHOL KING	LT MENTHOL KING	LT MENTHOL 100	LT MENTHOL 100	LT MENTHOL 100
ULTRA KING	ULTRA KING	ULTRA 100	ULTRA 100	ULTRA 100

EACH ROW IS 5 CARTONS HIGH